(d) Prasar Bharati has intimated that it is the constant endeavour of Doordarshan to acquire telecast rights of sports events with high viewer interest and improve the content and presentation of DD-Sports channel.

Selection of Anchor-cum-News Readers for DD News

†1290. PROF. RAM DEO BHANDARY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Prasar Bharati got 21 Anchor-cum-News Readers selected from a private company for Doordarshan News;

(b) whether the reservation policy relating to SCs/STs and OBCs has been followed in their selection;

(c) if so, the details thereof; and

(d) if not, the persons responsible for violation of Government's policy and the action proposed to be taken against them and the manner in which reservation will be fulfilled?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has informed that it has engaged twenty-one newscasters/anchors, on contract basis for a period of one year through a private agency.

(b) to (d) The information is being collected and will be laid on the Table of the House.

Programmes and Advertisements on TV

†1291. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that various cable T.V. Channels and Doordarshan, on the one had are telecasting such advertisements and programmes which are luring the children and on the other they are giving preference to the programmes which are detrimental to Indian culture and propagating western culture;

(b) if so, whether government would frame any law which could put a curb on such programmes; and

(c) if so, by when the details thereof?

†Original notice of the question was received in Hindi.

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) It is the constant endeavaour of Doordarshan to telecast programmes which propagate high social values combined with wholesome entertainment. All the programmes/advertisements telecast on Doordarshan are previewed before telecast in accordance with the provisions of Doordarshan's Broadcast and Advertisement Code, to ensure that they are suitable for family viewing. The programmes and advertisements of all channels transmitted through the cable network are required to conform to the Programme and Advertisement Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules made thereunder, which contain suitable provisions addressing these concerns.

Transmission of programmes by AIR, Trichur

1292. SHRI N.K. PREMACHANDRAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a popular programme titled "Vardhamanam" transmitted by All India Radio, Trichur Station in Kerala has been stopped;

(b) if, so the reasons therefor;

(c) whether the said programme has violated the guidelines and code of AIR;

(d) if so, the details thereof; and

(e) whether Prasar Bharati Corporation will review it's decision so as to start the programme again?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) Prasar Bharati has informed that they had received some coomplaints about the programme "Vardhamanam" broadcast by AIR, Trichur. Consequently, the broadcast of this programme has been stopped.

(e) There is no proposal at present to recommence this programme.